

DISCOVER KALISPELL

2017 HIGHLIGHTS

U.S. ASSOCIATION OF CHAMBER OF COMMERCE EXECUTIVES (ACCE)

selected the Kalispell CVB Winter Marketing Campaign for its highest honor in communication excellence at the National meeting in Nashville July, 2017. The campaign was credited with helping expand air service on United's direct flight from Kalispell to SFO, July through September.

INDOOR SOCCER – KCVB's newest destination event, **Montana Indoor Soccer Championships**, will kick off March 2-4, 2018. As the first indoor soccer/futsal tournament in the state, it provides youth soccer teams the opportunity to train year-round and brings visitors to Kalispell during a low occupancy demand time of the year.



KCVB HOSTED FOUR M&C FAM'S (familiarization tours) IN 2017:

- Brand USA representatives and 14 tour operators from the UK
- Two meeting planners from the Pacific Northwest, which resulted in a meeting booked for 2019
- Montana based conference and event planners considering Kalispell for 2020 conference
- Freelance writer and event planner for Meeting News NW, toured hotels and venues for June/July issue

DB CANCELLATION - Although the 2017 MT Dragon Boat Festival had to be cancelled due to unhealthy air quality caused by wildfire smoke, all but four teams chose to defer their registration to the 2018 event.

STEP ON GUIDE SERVICES – Vonnice Day completed certification in providing historical and cultural tours under the auspices of the National Association for Interpretation. The CVB is now able to fill requests for a local guide from groups holding conferences in Kalispell and tour companies passing through the area.



THE SPARTAN GUINNESS WORLD RECORDS ATTEMPT for most people doing Burpees at one time. This KCVB event during Spartan weekend drew people into downtown Kalispell and created an incentive to book lodging in Kalispell. 757 participants of all ages lined up at the entrances to Depot Park to help break the existing record of 689. Although it was a successful community-wide event, Guinness ruled that not all participants met their exacting burpee standard, so the record was not awarded.

TBID COLLECTIONS FY'17

Projected = \$525,000

Actual = \$596,513 (14% increase)

159% increase since FY'11

FINANCIAL OVERVIEW

BED TAX COLLECTIONS:

51% increase since FY'11

FY'18 BUDGET

(July 1, 2017-June 30, 2018)

Total budget = \$745,000:

\$615,000 TBID and \$130,000 Bed Tax

TRAVEL & TOURISM STATISTICS - 2016



STATE

12.3 million visitors spent
\$3.16 BILLION

Glacier Country region received highest
percentage of spending state-wide,

32%

Tourism supports

47,660 JOBS

1 IN 9 JOBS

supported by
non-resident travel

Tourism generates over

\$20 MILLION
to the state general fund

FLATHEAD COUNTY

non-resident visitors spent
\$505 MILLION

(ITRR, VOICES OF MONTANA TOURISM)



GLACIER NATL PARK

3.3 MILLION

visitations through
November, 2017

11% INCREASE YTD

Months with the largest
variation in visitations:

April -30%

June +28%

July +23%

August +21%

September -19%

October +11%

November -49%

GLACIER PARK INTL AIRPORT

253,735

total enplanements
through November, 2017

9% INCREASE YTD

Months with the largest
variations in enplanements:

January +5.71%

April +6.98%

May +4.94%

June +19.88%

July +14.92%

August +15.35%

WHO IS THE KALISPELL VISITOR?

803,645 nonresident visitors spent at least one night in Kalispell during 2016

12% increase over 2015

17% of groups all 1st time visitors; 74% all repeat; 18% flew on portion of trip

78% plan to return within 2 years

Top sites visited: GNP, YNP, Flathead Lake State Parks

52% said vacation/recreation primary reason for trip

62% stayed in hotel/motel; 16% stayed at home of friend/relative; 12% campgrounds

Top Residency of origin: Alberta, WA, CA, MN, AZ, TX, IL, FL, ID, NV



INTERNATIONAL TRAVEL TO KALISPELL

100 tour operators
offer product in Kalispell.

Over 21,000 room nights
generated from International
travelers in Kalispell during 2016.

(ITRR, KALISPELL VIC)

(RMI, T.R.I.P. REPORT)





PUBLIC RELATIONS

Earned Media (FY17): over 90 million impressions from online and print media generated through KCVB initiatives.

KCVB hosted three press trips in 2017:

- **THRIFTY NW MOM** – Seattle-based blog targeted to affordable family travel in the northwest.
- **ADVENTURE CYCLING** – Family bicycle trip highlighting trails in Kalispell and Glacier Park. Included professional photography for KCVB library by Tom Robertson.
- **POINTS NORTH** – Atlanta based lifestyle magazine, article covered vacation in Kalispell and running the Glacier Half Marathon.

MEDIA EVENTS: Met with over 50 travel writers at networking events in San Francisco and Seattle in partnership with Glacier Country, Whitefish and Missoula.

FIRE CRISIS COMMUNICATION PLAN: Worked cooperatively with MOTBD, Glacier Country and WCVB to provide talking points as well as regular updates for local businesses to reference when conversing with visitors. Created social media posts for communication updates and redirecting visitors to activities outside of areas affected by wildfire.

KALISPELL IN THE NEWS:

Get Wild This Winter with 6 Montana Adventures, Smart Meetings
On Frozen Ponds, Lethbridge Herald
10 Best Winter Activities in Kalispell-NW Montana, Thrifty NW Mom
Bikes, Burgers & Beer in Western Montana's Center of Everything, Adventure Cycling
Montana Dragon Boat Festival, National Geographic Traveler
How to Plan The Perfect Fall Trip to GNP, Yahoo Finance and U.S. News & World Report
Race-cation Please, Points North
Sandpoint ID to Kalispell MT, Northwest Travel & Life

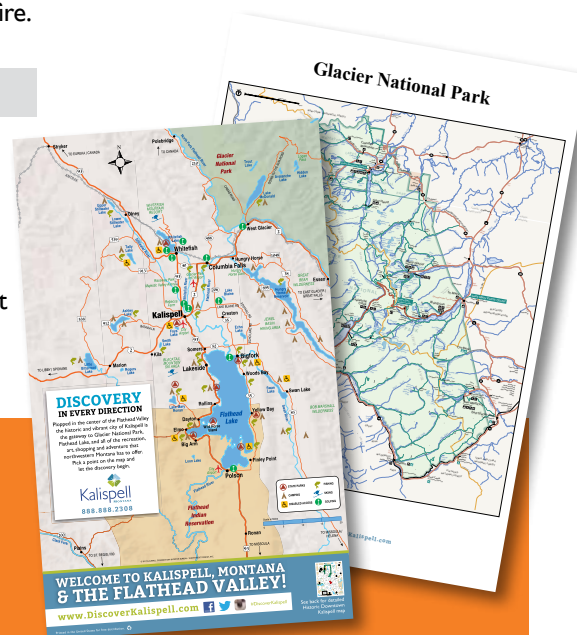


VISITOR SERVICES

FREE MAPS, BROCHURES
AND FRIENDLY ADVICE
AT THE VISITOR
INFORMATION CENTER

In 2017 the Kalispell VIC saw:

- **6,314** walk-in visitors
- **10,459** total inquiries
- **12%** decrease over 2016





DESTINATION MARKETING

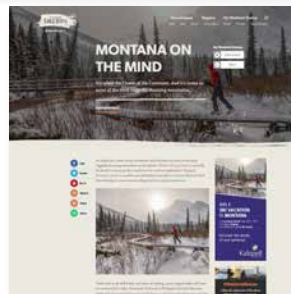
FY17 MARKETING CAMPAIGNS:

Total impressions = 18,294,453

Total clicks to website = 19,701

WINTER CAMPAIGN:

Objective – increase awareness of the new direct flight from SFO to FCA, to promote winter activity in NW Montana, and generate email leads through a trip giveaway. Included out-of-home campaign in SF (transit bus wraps and BART station signs), native content on Weekend Sherpa - a Bay Area outdoor subscription based media, and Facebook advertising.

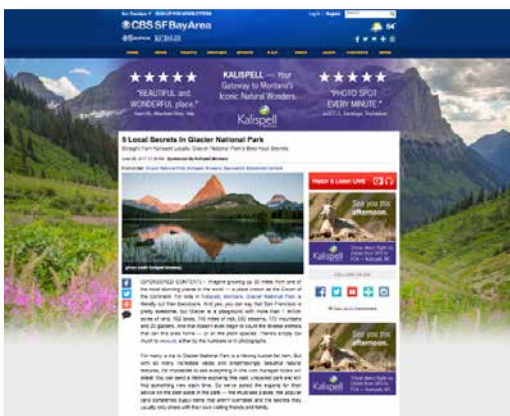


12.7 million impressions;
4,259 clicks to website

SPRING/SUMMER CAMPAIGN:

Objective – increase awareness of Kalispell's events and activities and promote direct flight from SFO to FCA through targeted social media and highly targeted digital advertising placements. Included sponsored stories through SF CBS news website and SFGate.com, and targeted social media advertising through Instagram and Facebook. Portion of the campaign was also directed at Eastern WA highlighting vacation-making events.

5.5 million impressions; 15,442 clicks to discoverkalispell.com; social media ads in SF market delivered a 1.81% CTR.



SOCIAL MEDIA:

Facebook 34,323
Instagram 6,015
Twitter 3,138
YouTube 415 subscribers

Total impressions in 2017 = 5,378,926

VISITOR GUIDE

4,404

requested and downloaded through DiscoverKalispell.com

30,000 copies distributed through visitor information requests, travel shows and media events and at brochure racks located in target markets.

DISCOVERKALISPELL.COM:

167,964 Unique users

26% increase

384,474 Total page views

11% increase



E-MARKETING:

M&C enews database =

927 subscribers

Consumer enews database =

13,107 subscribers

Avg. open rate = 38.65%

Avg. CTR = 17.49%





VACATION-MAKING EVENTS

The 2017 KCVB Signature Events generated over \$4.7 million in economic impact to the Flathead Valley.

Montana Pond Hockey

JANUARY 20-22, 2017

73 teams from AB, SK, BC, OR, WA, ID, CT, AZ, UT, ND and MT

HIGHLIGHTS:

79% of participants from out of market;
avg. length of stay 3.13 nights;
a marriage proposal on the ice (she said yes)

SURVEY COMMENT:

**"Great venue. Great people.
Great beer. Love MT"**



Montana Spartan Race

MAY 6-7, 2017

Over 7,100 registered racers

HIGHLIGHTS:

6,588 racers from 100+ miles away;
5,451 racers from 200+ miles away;
bears spotted on the race course.

SURVEY COMMENT:

**"A beautiful area of the country
we might otherwise have not
experienced"**



Montana Dragon Boat Festival

SEPT 9-10, 2017

The 2017 event launched the Rocky Mountain Championship division, an invitational race division showcasing top dragon boat teams from western U.S. and Canada.

Unfortunately the event was cancelled due to unhealthy air quality caused by wildfire smoke. We look forward to hosting teams on September 7-8, 2018.



KCVB EVENT GRANTS

KCVB PROVIDED \$12,250 IN CASH AND IN-KIND SPONSORSHIPS DURING FY17 FOR NEW OR EXPANDING EVENTS THAT GENERATED ROOM NIGHT STAYS IN KALISPELL:

- ▶ Treasure State Cowboy Mounted Shooters
- ▶ The Event at Rebecca Farm
- ▶ Flathead Lake Skijoring
- ▶ Glacier Half Marathon
- ▶ Flathead Gymnastics Academy
- ▶ Kalispell Pee Wee Baseball
- ▶ Flathead Valley Hockey Association
- ▶ Flathead Celtic Festival





MEETINGS, CONVENTIONS & GROUP SALES



Hotel Occupancy (October 2016 to October 2017)

56.4%
avg. annual occupancy

avg. annual ADR
\$111.45

-2%
decrease in rooms sold
(STR - SMITH TRAVEL RESEARCH)



Group Sales

22 RFP's =
8 meetings,
530 room nights



Future Room Nights for conferences and events booked & assisted through KCVB:

- ▶ 2018 International Roundup
- ▶ 2018 MT Association of Chamber Executives
- ▶ 2018 North America Young Riders
- ▶ 2019 Northwest Public Power Board of Trustees
- ▶ 2019 MT Young Professionals Summit

**TOTAL = 1,275 POTENTIAL
ROOM NIGHTS**



Hotel Room Nights RESULTING FROM 2017 RFP'S

AFVISA = 105
North American Junior Riders = 280
National Invasive Species = 35
Holder/Dermody Wedding = 20
Spartan = 50
Elite Professional Bullriders = 80

TOTAL = 530 ROOM NIGHTS



Hotel Occupancy Mix (FY17)

- ▶ Group was 8% of total occupancy
- ▶ Transient was 67% of total occupancy
- ▶ Busiest month for groups was July
(based on reporting hotels)



Group Assistance Services

(Welcome bags, information,
meeting facilitation):

- ▶ Provided 720 Welcome bags to conference attendees
- ▶ Assisted 16 groups with hotel and venue information or on-site support





Meeting Planners from Washington at the Homewood Suites

Bring It Home

An incentive program directed to local professionals to bring group events such as conventions, meetings or tradeshows home to Kalispell. KCVB offers incentives for referring those opportunities. During 2017, KCVB awarded incentives to 17 referrals. Booked business resulted in a meeting booked at a Kalispell hotel.

Meeting Planner FAM campaign

Sent FAM trip invites to over 10,000 meeting planners located in CA, ID, MN, OR, and WA. Out of 38 qualified meeting planners that applied, 5 were accepted to attend the fall 2017 FAM. Unfortunately the FAM had to be postponed until spring 2018 due to wildfires and associated smoke.

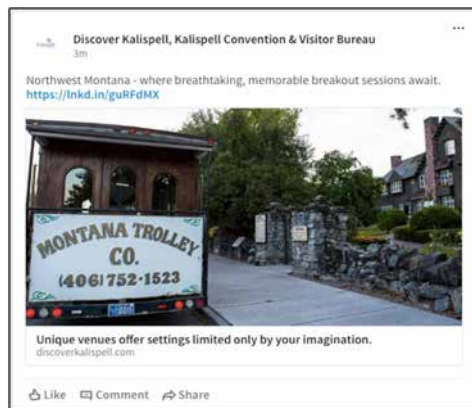
Meetings & Conventions Linked In Promotion



www.linkedin.com/company/kalispell-convention-&visitor-bureau

ADVERTISING CAMPAIGN:

11,735,719 impressions
82,745 clicks
0.71% CTR



“
78% OF MEETING PLANNERS
stated that CVB services were **VERY IMPORTANT**
to the success of their meeting.

(DESTINATION ANALYSTS)





TBID MEMBERS

AERO INN
 AMERICA'S BEST VALUE INN
 BEST WESTERN PLUS FLATHEAD
 LAKE INN & SUITES
 BLUE & WHITE MOTEL
 ECONO LODGE
 FAIRBRIDGE INN & SUITES
 GLACIER RIDGE SUITES
 GREENWOOD VILLAGE INN & SUITES
 HAMPTON INN
 HILTON GARDEN INN

HOLIDAY INN EXPRESS
 HOMEWOOD SUITES BY HILTON
 KALISPELL GRAND HOTEL
 KALISPELL HILLTOP INN
 KALISPELL SUPER 8
 LA QUINTA INN & SUITES
 MARRIOTT SPRINGHILL SUITES
 MOTEL 6
 QUALITY INN
 RED LION HOTEL
 TRAVELODGE

Opening 2018: COUNTRY INN & SUITES BY RADISSON

KCVB STAFF

Joe Unterreiner, *Executive Director*
 Diane Medler, *Director*
 Dawn Jackson, *Group Sales Manager*
 Vonnie Day, *Sales & Marketing Admin Assistant*
 Meche Ek, *Visitor Center Coordinator*

KCVB PARTNERS

Partners Creative
 SnowGhost Design
 Flathead Beacon
 Daily InterLake
 Glacier Country Tourism



TBID BOARD OF DIRECTORS

Dawn Hendrickson, *Chair, Homewood Suites*
 Zac Ford, *Vice Chair, Hampton Inn*
 Janet Clark, *Treasurer, Kalispell Grand Hotel*
 Dan Moderie, *Super 8*
 Emily Schroeder, *Hilton Garden Inn*
 Lisa Brown, *Red Lion Hotel*
 Shawn Campbell, *America's Best Value Inn*